**CLAIMS:**

What is claimed is:

1. A system for collecting information about a user of an electronic consumable, comprising:

an electronic consumable displayed using an apparatus, the apparatus having an input device and a sensor;

wherein the sensor is activated by a user action to collect information about the user's behavior as the user consumes the electronic consumable.

2. The system of claim 1, wherein the sensor is a device chosen from the group consisting of: a webcam, an infra red camera, an audio input, a video input, and a temperature sensor.

3. The system of claim 1, wherein the information collected is reported to a remote location.

4. The system of claim 1, wherein by activating the input device, the user causes the information to be collected.

5. The system of claim 1, wherein the user activates the sensor by manipulating an object of the electronic consumable, and wherein embedded code of the object causes the information to be recorded in response to the user manipulating the object.

6. The system of claim 1, wherein the object of the electronic consumable can only be stored in containers that allow the embedded code of the object to function.

7. The system of claim 1, wherein the information is analyzed using data mining techniques.

8. The system of claim 1, wherein the user can configure the collection and reporting of information.

9. A system for collecting information about a user of an electronic consumable, comprising:

an apparatus capable of displaying an electronic consumable;

an electronic consumable comprising documents and objects;

wherein the documents and objects include instructions for automatically monitoring and reporting user behavior; and

wherein a user action triggers the monitoring and reporting of the user behavior.

10. The system of claim 9, wherein the user behavior reported comprises how long the user looked at a first page of the document.

11. The system of claim 9, wherein the user behavior reported comprises the time between the user opening an object and closing the object.

12. The system of claim 9, further comprising a sensor as part of the apparatus, wherein the sensor collects biological information about the user.

13. The system of claim 12, wherein the sensor is an infra red sensor, and wherein the biological information comprises the body temperature of the user as determined from the sensor.

14. The system of claim 12, wherein the sensor is a camera, and wherein the biological information comprises facial expressions of the user.

15. The system of claim 14, wherein the facial expressions are classified according to a facial expression recognition algorithm.

16. The system of claim 9, wherein the user behavior is analyzed using data mining techniques.

17. The system of claim 9, wherein the objects can only be stored in containers that allow embedded code of the object to function.

18. The system of claim 9, wherein the user can configure the collection and reporting of information by the system.

19. A method of collecting information about a user of an electronic consumable, comprising the steps of:

storing an electronic consumable on an apparatus, the apparatus providing means for displaying the electronic consumable;

in response to a user action, collecting information about the user, wherein the information is collected according to embedded code in an object of the electronic consumable; and

reporting the information across a network.

20. The method of claim 19, wherein the reported information is analyzed using data mining techniques.

21. The method of claim 19, wherein the information is collected by sensors of the apparatus.

22. The method of claim 21, wherein the sensors are selected from the group consisting of: a webcam, an infra red camera, an audio input, a video input, and a temperature sensor.

23. The method of claim 21, wherein the information includes biological information about the user.

24. The method of claim 19, wherein the object of the electronic consumable can only be stored in containers that allow the embedded code of the object to function.

25. A system for collecting information about a user of an electronic consumable, comprising:

means for storing an electronic consumable on an apparatus, the apparatus providing means for displaying the electronic consumable;

in response to a user action, means for collecting information about the user, wherein the information is collected according to embedded code in an object of the electronic consumable;

means for reporting the information across a network.

26. The method of claim 25, wherein the reported information is analyzed using data mining techniques.

27. The method of claim 25, wherein the information is collected by sensors of the apparatus.

28. The method of claim 27, wherein the sensors are selected from the group consisting of: a webcam, an infra red camera, an audio input, a video input, and a temperature sensor.

29. The method of claim 27, wherein the information includes biological information about the user.

30. The method of claim 25, wherein the object of the electronic consumable can only be stored in containers that allow the embedded code of the object to function.

31. A computer program product in a computer readable medium, comprising the computer implemented steps of:

first instructions for storing an electronic consumable on an apparatus, the apparatus providing means for displaying the electronic consumable;

in response to a user action, second instructions for collecting information about the user, wherein the information is collected according to embedded code in an object of the electronic consumable;

third instructions for reporting the information across a network;

wherein the information includes biological information about the user.